

The Best Work Sock (two weights to select from) 3 pairs 25c, per pair..... **10c**

### Of Interest to Boys & Boys' Mothers

- Boys' Blouses in blue chambray and light percales, age 4 to 15 years..... **25c**
- Boys' Blouses in silk finished madras ages 4 to 15 years..... **25c**
- Boys' Balbriggan Shirts and Drawers at..... **25c**
- Boys' Knit Union-Suits, knee length and short sleeves..... **25c**
- Boys' blue bib Overalls (according to size) at..... **25c to 50c**
- Boys' dark Shirts in black sateen and khaki color..... **50c**
- Boys' fine ribbed Hose spliced with Real Irish Linen, unusually elastic, and of wonderful wearing qualities. Ask for Boys' Educator Hose, at, per pair..... **25c**
- Boys' Tear-Proof Hose, strong as Iron, soft as silk—it is guaranteed and money will be refunded if it is not found satisfactory, per pair..... **25c**
- Boys' Heavy Ribbed Hose that's a Challenge right at per pair..... **15c**
- Boys' Hose (slight imperfection) sizes 6 to 10..... **12c**



### Women's and Children's Muslin Drawers, 25c

made of nainsook and muslin, finished with embroidery or lace in regular circular and knickerbocker styles, open or closed. Over 200 pairs.

A CHALLENGE TO DUPLICATE THIS ASSORTMENT anywhere at the price, 25c.

### A Direct Challenge---

--to Yale shoppers to take advantage of the many underprice offerings on this page and a "sporting challenge" to myself to make THE PRICES IN THIS AD INCREASE 1916 SALES FOR MAY \$500 OVER LAST MAY. Cut out the following coupon and read the conditions.

### Linen Damask Patterns, Table Cloths at 1915 Prices.

Fine selected Scotch Linen, durable, firm weave, finest bleach, satin finish, 70x80 patterns in Rose, Shamrock and Key, Poppy and Ribbon and Scroll Designs, Challenge Price..... **\$4.00**

72x90 Best Scotch Linen, finest texture, heavy satin finish, rich combinations in Marguerite, Acanthus and Spot, Festoon Ribbon on Bars, Empire and Rocco, Poppy Designs, Challenge Price..... **\$5.00**

70x106 Beautiful Irish Linen, heavy, rich satin quality, Rose, Laurel Wreath and Fleur de Lis and Poppy Designs, Challenge Price..... **\$6.50**

### American Lady Corsets Please the Discriminating

American Lady Corsets correct irregularities of the form, supplementing graceful lines and perfect ease, which please the discriminating dressers. American Lady Corsets are modeled for all types of figures, slender, medium and stout, including a model for "your" particular figure. American Lady Corsets are warranted to wear and not to rust. Why not buy service and satisfaction, added to smart style, especially when prices are popular? Let us show you the new models. Try "your" American Lady model and note the good lines you secure.

Priced \$1 to \$2.50

36-inch Princess Long Cloth, soft finish, 10-yd. pieces 95c, a yd..... **10c**

Splendid quality long cloth in 12 yd pieces, at \$1.45 and \$1.70 a piece. Other qualities at 12½c, 14c, 15c, 16c, 18c, 20c, 22c and 25c.

Fine sheer Nainsooks, soft silk finish at 1915 prices, 12½c, 15c, 18c, 20c, 22c, 25c



**NOTICE THIS!**

CUT OUT THIS COUPON

If Cochrane's Sales for May, 1916, are \$500 more than May, 1915, this coupon and 25c entitles the holder to

8 BARS OF FLAKE WHITE SOAP

On Saturday, June 3rd.

Not good on any other date

CUT OUT THIS COUPON

"Corset wise" women are quick to see the wonderful values in our SPECIAL CORSET PURCHASE at 59c. Last Shipment includes a new pink model in coutil.

5 Styles All Sizes

**59c**

## Advertising Will Bring Trade, But Only Square, Honest Dealing Will Hold It

### Cotton Towel Challenge

First in [quality, full lengths and weights. The market's recognized top notch values and I can't understand why they're so cheap. These towels stand up under frequent use and washings. Measure them and compare their materials, sizes, weights and prices, and we will be entitled to your towel business on the sheer merits of the goods themselves.

- 18x39 inch Huck Towels with fast red border, Each..... **10c**
- 18x39 inch Huck Towels, plain white and white with attractive red border, Challenge Price..... **15c**
- 20x45 and 18x36 Sturdy Huck Towels, all white or white with red border, Challenge Price..... **12½c**
- 12x20 Hemmed Barber Towels, soft finish, Challenge Price 5c each, or SIX for..... **25c**
- 16x30 Cotton Huck Towels, red border Challenge Price..... **7½c**
- 16x34 inch Turkish Towels with blue or pink borders, Challenge Price, each..... **15c**
- 18x34 inch Guest Size Turkish Towels, soft nap and very pretty borders of pink or blue, each..... **25c**
- 23x42 inch Bleached Turkish Towels, real heavy, each..... **25c**
- 21x44 inch Bleached Turkish Towels, best value I ever saw, real heavy nap, each..... **25c**

### Challenge Prices on Linen Towels.

You'd appreciate these prices more the more you try to match them.

- All Linen Damask and All Linen Huck Towels, samples and regular stock—values up to 50c in this lot. Challenge Price..... **25c**
- Small Lot Sample Huck Towels, 25c values, Each..... **17c**

Stevens' All Linen Crash Towelling is the best and only Crash made in the United States. There are practically no Linen Crashes being imported at present as the cost to make is absolutely prohibitive. Even the recent 2c yard advanced price on Stevens' Crashes are lower than those of corresponding widths of Irish Crashes. Have stocked at this writing over forty pieces of Stevens' Crash in brown and bleached in widths 16 in., 18 in., 20 in. and 21 in., which will be priced according to width

### Men's Work Shirts

Under present market conditions these Work Shirts should receive your immediate attention. Strongly woven, fast color materials, careful workmanship, full in cut and fullness comes where most needed. Over 400 men's and boys' work shirts at

**50c**



### Good Umbrellas at Very Reasonable Prices

You cannot afford to be caught in the rain without an umbrella, while we are offering umbrellas at such low prices. Every home needs several umbrellas, one or more for each member of the family. From our large assortment you will find the handle you like, and the style of quality material to suit you. Don't wait for rain. Get it now. Challenge Price \$1.19

### An Umbrella Opportunity

Shipment just received of Rain Proof Tape Edge, American Taffeta Umbrellas of fast black aniline dyes, strong, 26 inch 7 rib frames. New patterns, all different, 8, 10 and 13 inch handles with the new fibre silk, and leather carrying loops—

**Choice \$1.19**

**10% Off**

On all

**Bed Spreads**

\$1 to \$4.50 1915 Prices



### .. New Underskirts ..

- Fair and black sateen Underskirts with 2½ inch dust ruffle..... **58c**
- Better grade black sateen Underskirts, cut quite full, adjustable top, Challenge Price..... **89c**
- Soft finish black sateen Underskirts, lock stitch all all ways, elastic, adjustable top, full skirt width..... **\$1.00**
- Highly mercerized black sateen Underskirts, elastic adjustable top, cut full and generous..... **\$1.25**
- Stout women's mercerized black sateen Underskirt cut large and roomy, eight inch dust ruffle and elastic top..... **\$1.75**
- Women's colored sateen Underskirts, skimped a little in skirt fullness—values up to \$1.25, to close at..... **89c**



**KLOSTERSILK**  
Crochet and Embroidery Instructions—we have them—Free. Call today.

We have a complete line of Klostersilk—permanent white that stays white and a wide range of delicately tinted beautiful shades. The high lustre of Klostersilk is not dimmed by repeated launderings and the color does not fade.

### EIFFEL HOSIERY

We claim, and with good proof to back us up that Eiffel is the greatest value obtainable.

Eiffel Hosiery has all the style, quality, durability and variety that any line of hosiery can offer, and THEN some.

Eiffel offers a complete line of hosiery, for men, women and children at prices from 10c up to \$1.50 a pair.

Women's outsize or extra large size Hosiery in a big range of prices and qualities:—

Rib top and hem top, fine cotton outsize hose..... **15c**

Women's like silk outsize hose, very elastic, rib top..... **25c**

Burton white foot and split sole outsize, ribbed top hose..... **25c**

Women's artificial silk hose and silk like outsize hose..... **50c**

Misses fine ribbed hose, black, tan and white, the best 15c hose in Yale..... **15c**

Gilt Edge, Like Silk German Hosiery..... **50c**

Ladies' pure silk boot hose, black, white, bronze, very special at..... **50c** (Green, Rocky Mountain Blue, Tan, Etc.)

The best 15c ladies hose to be had anywhere, made from the finest long staple combed yarns, ¾ inch Kant-Tare top, colors black, white and tan.

Ladies silk hose, white, black, melrose, green, a Challenge value at..... **\$1.00**

Boys' heavy one-rib cotton Hose (slight imperfection) 15 and 20c value for..... **12½c**

### A Couple of Challenge Prices on Sateen

30-inch Black Sateen, soft cashmere finish, per yd..... **16c**

30-inch Berlin Sateen, lustrous mercerized finish, yd..... **20c**

### Burlington Newfashioned Hosiery Full Fashioned Without a Seam With High Spliced Heel and Double Sole



High Spliced Heel Elastic Knit-in Heel Pocket Double Sole Fashioned Foot No Seams

Fashioned in the process of knitting without seams Newfashioned stands for the greatest degree of style, fit and comfort.

Made with high spliced heel and double sole Newfashioned gives the highest satisfaction in service.

You will find this shaped and slightly Burlington Newfashioned hosiery the best fitting, best wearing and most comfortable hosiery you have ever worn.



Short silk gloves, black, white, tan, navy, gray, 50c Better quality at a dollar a pair.

16-button long Silk gloves, white, black and navy, per pair..... **\$1.00**

Fancy Art Ticking, white with pink flowers, per yard..... **20c**

Fancy Art Ticking in blue, lavender, stripe and yellow, per yard..... **25c**

Straw Ticking, per yard..... **10c**

Staple blue stripe ticking, per yard..... **15c**

Old stand-by A. C. A. staple blue stripe ticking, twill finish and feather proof..... **20c**

3-star Ticking, extra heavy and firm, feather proof, per yard..... **25c**

### Lower the Cost of Living

- Acme Soap (made by Lantz Bros.) Laundry Soap 10 oz. bars..... **23c**
- Queen Anne Soap, a good Laundry Soap, 7 bars..... **25c**
- Sunny Monday Laundry Soap, 7 bars..... **25c**
- 6 bars Kirk's Flake White Soap..... **25c**
- 10c Oatmeal Soap (Armour's Abbottsford Oatmeal Toilet Soap) Challenge Price, per cake..... **5c**
- Remmer's Toilet Soap, Witch Hazel, Easter Lily, Sweet Honeysuckle, Violet and Buttermilk Soap, 5c per cake or 6 for..... **25c**
- 5c Crown Baking Powder..... **2c**
- 10c Crown Baking Powder..... **5c**
- 20c Crown Baking Powder..... **10c**
- 10c Parker House Catsup, 7c bottle, 4 for..... **25c**
- 25c Snyder's Catsup..... **15c**

### EAT SALMON

- Large flat cans Columbia River Salmon Steak..... **25c**
- Small flat cans Columbia River Salmon Steak..... **15c**
- Kodak deep red Salmon, per can..... **20c**
- Sable Choice Alaska Red Salmon, packed by Deming & Gould, per can..... **15c**
- Red Cap Puget Sound Pink Salmon, per can..... **12c**
- Klawack Alaska Pink Salmon, per can..... **10c**

- Star Lobsters, per can..... **30c**
- Norwegian Smoked Sardines in Tomato Sauce, can..... **15c**
- Norwegian Smoked Sardines in Pure Olive Oil, can..... **15c**
- Gold Label Sardines in salad oil, per can..... **10c**
- 1½ oz. can Norwegian Smoked Sardines in Bouillon, 4 for 25c, per can..... **7c**
- Big Smoke Sardines, 3½ oz. can with key opener, American Smoked Sardines, per can..... **5c**
- Bull Dog Sardines, in oil, with key, per can..... **5c**
- 3 pkgs. Double Dip Matches..... **10c**
- Six 5c pkg. Searchlight, Saginaw Tip or Blue Tip Matches for..... **25c**
- 10c bottle Vanilla Flavor..... **5c**
- Imitation flavor of Vanilla and Coumarin, manufactured for Clark & McCaren Co., Bad Axe.
- 10c bottles Lemon Flavor..... **5c**
- Large bottle imitation flavor of lemon and lemon grass

### COFFEE & TEAS

Have secured the line that Peter Smith & Son handle in Detroit.

- Nero Coffee, per lb..... **25c**
- Glenwood Steel Cut Coffee, per lb..... **30c**
- Tzar Coffee, per lb..... **35c**
- Pleasant Valley Tea, per lb..... **50c**
- SPECIAL CHALLENGE VALUE TEA 40c 50c value per lb..... **40c**
- Best Nibs Tea, per lb..... **40c**
- Uncolored Japan Tea, 40c quality, always per lb..... **35c**
- Red Wing Tea Dust, per lb..... **15c**
- Gold Bond "C" Coffee, per lb..... **25c**
- Cochrane Quality Coffee, per lb..... **25c**
- Gold Bond "B" Quality, per lb..... **30c** (Ask for a sample of this coffee)
- Barrington Hall Steel Cut Coffee, per lb..... **40c**
- Royal High Grade Coffee, "The Best I Ever Drank," lb..... **40c**
- Postum Cereal, pkgs..... **25c**
- Instant Postum, per can..... **30c**
- Large Instant Postum, per can..... **50c**

Limit Sale of clothes pins, best hardwood pins, limit—five doz. to a customer, per doz., **1c**

### Black Taffeta Silk \$1.25

Raw Silk has jumped from \$3.00 to \$7.00 per pound with the dye situation worse than ever—buy this soft lustrous 36-inch black taffeta at \$1.25 while it lasts.

### 36-in. Sateen, 25c yd.

Highly mercerized—colors black, dark red, navy, dark brown, Kelley green, gray, pink and blue, same quality, as we've sold for 6 years at 25c.

## C. S. Cochrane

PHONE TWENTY-EIGHT

Yale, Mich.

### 5c Sydmore Baby Soap

Is absolutely pure and contains only vegetable oils. No fats, no greases. Cannot become rancid. A Challenge at Per Bar, 1c

### ..10c Toilet Soap, 5c..

Kirk's Health Glow Toilet Soap, absolutely pure, delicately scented, lathers freely, without injury to the most delicate skin. Challenge Price 5c cake

### Limit Sale of Starch

Best Bulk Starch,

**2c lb.**

10c worth of Starch for 4c (Limit 2 lbs. to one customer)